

HALLMARK CARDS: ENVIRONMENTAL CONSERVATION EFFORTS

Hallmark's environmental goals are to provide a safe and healthy workplace for its employees, to protect the company's physical assets, and to be environmentally responsible. Environmental efforts at Hallmark have consistently reduced waste, saved money, and minimized our impact on the environment.

- **Why is protecting the environment so important to Hallmark Cards?**
 - **First**, and probably the most important reason, is that a trust is established between Hallmark Cards and its employees, who have driven Hallmark's success in reducing, reusing and recycling. Environmental progress has evolved into a source of pride among employees.
 - **Second**, a safer work environment accrues from reducing Hallmark operations' reliance on hazardous materials.
 - **And third**, Hallmark benefits from decreased costs associated with reductions in packaging materials, solid-waste disposal charges and other forms of consumption.
- **Can you give me specifics about Hallmark's environmental programs?**

Energy Efficiency

Hallmark is a member of the U.S. Environmental Protection Agency's Climate Wise and Energy Star Building programs. The company also collaborates with E-Source, an energy conservation organization, to identify ways to reduce energy consumption, such as replacing old fluorescent lighting with new, energy-efficient lighting systems. Since 1990, Hallmark has reduced the company's annual energy consumption by more than 24 million kilowatt hours (a 10.1% reduction from 1990 levels), decreased utility power plant CO₂ emissions by more than 43,000 tons and lessened annual utility costs by more than 1.5 million dollars per year. This savings figure translates into enough energy to operate approximately 2,500 single-family homes or remove 10,100 cars from the road.

Recycled Paper

Hallmark has used recycled paper in products and packaging for more than 30 years. The company has recycled waste paper from its printing operations since 1943. Hallmark recycles more than 58 million pounds of waste paper each year. **Consumers can recycle greeting cards when mixed paper collection is available.** Three of Hallmark's popular greeting card lines, Shoebox Greetings (Hallmark), Comedy Club (Expressions From Hallmark), and My Thoughts Exactly (Ambassador) are printed on recycled stock. Additionally, as a community service, Hallmark donates specially-designed baby congratulations cards to state governors who want to remind parents about the importance of early immunization. These cards are also printed on recycled paper.

Inks

Hallmark has largely converted from solvent to water-based inks in our printing operations. The U.S. Environmental Protection Agency recognized the efforts at

Hallmark's plants in Kansas City, Mo. and Leavenworth, Ks. for dramatic reductions (90%+) in toxic emissions and hazardous waste resulting from these changes. Lithographic inks are soy based.

Waste Recovery and Reduction: over 70% reduction since 1990

Hallmark collects, reuses or sells: metal bands used in shipping; magnesium foil dies used in decorating; foam peanuts; waste film; greeting card trim; stretch wrap; label backings; wooden shipping pallets and printing plates. Company employees separate office waste for recycling. At the Hallmark headquarters building, Hallmark staff installed a collection center for household recyclable items for employees whose residences aren't served by curbside recycling programs. Since 1990, new packaging methods reduced Hallmark's packaging volumes at both retail and wholesale by more than seven million pounds.

In addition, the U.S. Environmental Protection Agency recognized Hallmark and its staff of environmental health and safety administrators at a WasteWi\$e awards ceremony in Washington, D.C. for its comprehensive waste reduction program.

Reuse

Hallmark uses ceramic mugs and reusable plastic food trays in the company's cafeteria. Employees can use these items for "take-out" meals, saving 1,550 cases of trays and 100 cases of foam cups a year. Hallmark's in-house chapter of International Association of Administrative Professionals established and operates a supply exchange to collect and redistribute surplus office supplies.

Employee Education

Hallmark's environmental health & safety administrators conduct regular and comprehensive presentations to educate employees on environmental concerns and company environmental policies. The company's creative staff designed workplace posters on the biosphere, ozone layer, water, waste and conservation to educate employees and to share with community nature centers and science teachers. Many Hallmark divisions have environmental conservation teams to monitor the company's environmental practices and recommend new policies. Frequent articles on environmental issues are published in Hallmark's daily employee newsletter to remind employees of the importance of environmental responsibility at all levels.

Commitment Through Action

Hallmark believes strongly in the importance of protecting our natural landscape and resources. To demonstrate our company's commitment, environmental professionals are on staff to ensure that Hallmark complies with local, state and national regulations regarding our environmental issues and achieve waste reduction objectives.

Since 1990 Hallmark has restored prairie, wildflowers and wetlands on 172 rolling acres near Kearney Missouri. The property is used as an artist's retreat and getaway for employee meetings.

- **Is Hallmark a member of any environmental interest groups?**

Yes. Hallmark plays an active role in numerous environmental interest groups throughout the United States.

- Missouri Choose Environmental Excellence Campaign

- Environmental Protection Agency's Programs (Climate Wise, Energy Star Building, and WasteWi\$e)
 - Business for Social Responsibility
 - Sustainable Forestry Initiative
 - Greening the Supply Chain Initiative
 - Hallmark helped establish and regularly provides financial support to The Surplus Exchange.
 - The corporate environmental conservation manager is a member of several environmental organizations, including the World Wildlife Fund, The Nature Conservancy and Bridging the Gap.
 - Hallmark has taken a lead in starting the Environmental Excellence Business Network (EEBN) in the Kansas City metropolitan area, an organization of business leaders who meet to discuss best practices related to environmental responsibility.
 - Hallmark helps support and fund Earth Day activities in the Kansas City metropolitan area. At the conclusion of this year's Earth Day activities, Hallmark will work with the EPA, local government and others to form the Metropolitan Environmental Alliance to tackle broader sustainability issues.
 - Hallmark provides tours of our company facilities for businesses and governmental agencies along with an overview of our environmental programs and practices.
 - US Green Building Council
- **How can I learn more about Hallmark's environmental efforts?**
 For more information on Hallmark's recycling programs, call Hallmark's Consumer Affairs Department at 1-800-HALLMARK, or write to info@hallmark.com.